GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3145
ANSWERED ON:11.08.2000
NEW ADVERTISEMENT POLICY OF DD AND AIR
GORDHANBHAI JAVIA;MANIKRAO HODLYA GAVIT

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the revenue earned by the Doordarshan and All India Radio during the last three years, year-wise along with the projection for the Ninth Plan Period;

(b) whether the Government have recently formulated a new advertisement policy for augmenting revenue during the Ninth Plan Period; and

(c) if so, the details thereof?

Answer

MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF TH MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY)

(a) : As per figures furnished by Principal Accounts Office of Ministry of Informationand Broadcasting, actual receipts of All India Radio and Doordarshan along with Budget Estimates (BE) for the last three years is as follows:-

(Rs. in crores)

Year	AIR BE	Actual receipts	Doordarshan BE	Actual receipts
1997-98	129.50	100.98	631.00	467.51
1998-99	124.50	95.67	681.00	419.99
1999-00	129.50	78.55	581.00	496.23

(b) : No, Sir.

(c) :Does not arise.